MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/2022

BMR 2024 – UNDERSTANDING CONSUMER

(All sections/Groups)

12 AUGUST 2022
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **FOUR (4)** pages.

2. Attempt **ALL** questions. All questions carry equal marks, and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

Structured Essay
Answer **ALL** questions.

Question 1

a) Make a list of the **FIVE (5)** different types of marketing orientation concepts. Which concept is most closely tied to consumer behaviour? Explain your answer in detail. (15 Marks)

b) Facebook currently has 2.93 billion users globally (Source: Statista, 2021). Using *Murray's Psychogenic Theory* or *Maslow's Hierarchy of Needs Theory*, explain why a user is encouraged to connect to Facebook (Meta). Describe any **TWO (2)** needs in detail. (10 Marks)
(Total: 25 marks)

Question 2

a) Consumer behaviour explains a person's nature, and there is a personality type known as *"openness to experience"* when it comes to a new market offering. What is the notion, and how do you convey it with examples? (10 Marks)

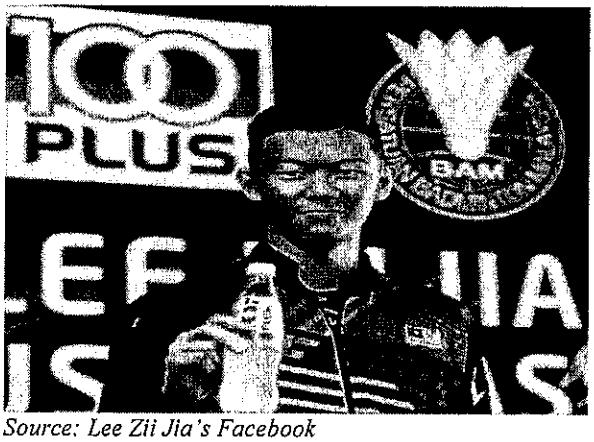
b) Consumers are attracted to *"me-too"* products, which help marketers flourish in the marketplace. What is this strategy, according to your understanding? Explain **THREE (3)** strategic applications for this plan to succeed. (15 Marks)
(Total: 25 marks)

Continued ...

Question 3

a) MyAquaJoy is a new amusement water theme park in Historic Malacca. As the new Marketing Director, you are responsible for assessing guests' risk perceptions before they visit the theme park in order to develop effective marketing communication programmes. Give MyAquaJoy **THREE (3)** suggestions for lowering the customers' perception of risk associated with their visit to the theme park.

(15 Marks)



Source: Lee Zii Jia's Facebook

b) Lee Zii Jia, a well-known Malaysian professional badminton player, is featured in a 100-Plus promotional campaign. What consumer behaviour strategy, in your opinion, was applied while including him in the campaign, and why? (10 Marks)

(Total: 25 marks)

Continued ...

Question 4

For this question, please refer to the short scenario below:

"In our Malaysian civil society, it is usual practice for younger people to offer chairs to seniors, presuming they are physically feeble. You were riding the commuter train when you noticed an older man with a wrinkled face standing in the aisle. You offered him your seat, but he declined the offer. He glanced at you as he mentioned he was once a national athlete. You were in a condition of denial and had a guilty conscience..."

a) Based on the scenario, which perception do you think he has when he refuses your offer and claims to have been a national athlete in the past? (5 Marks)

b) What are the **THREE (3)** reasons that are most likely to cause the perception referred to in Question 4 (a)? (15 Marks)

c) Based on your understanding, should you feel guilty? Why? (5 Marks)

(Total: 25 marks)

End of Paper